

WORDPRESS SET UP INSTRUCTIONS FOR ONE HOUR AFFILIATE

Choosing a Domain Name

Now that you've finalized your niche decision it's time to choose a domain name. Unless you're already sitting on an exact match domain name for this niche I'd suggest you come up with a non-exact-match domain name for this site. An exact match domain is something like "giftsforfroglovers.com".

Your non-exact-match domain name should be something easy to remember. The benefit to using a non-exact-match domain name is that you can build a brand around the name and you can always expand the site categories in the future to add other, related niches.

You can rank any domain for any keyword as long as you have good on-page SEO for that keyword and enough content about that keyword so your choice of domain is not going to negatively impact your ability to rank. Think more about what domain name would sound sincere and professional for your site visitors, what domain name would sound less like a thin affiliate site and more like a site built by a real person for real people, and think about the kind of name that you'd be proud to tell people you owned.

Have fun with this step and see what kinds of neat domain names you can come up with. Just try to keep them short – three words is good. Too long and the name no longer becomes something easy to remember.

There are a couple of things I think it's important to check about a domain before registering:

- Make sure there's no trademark for the name already: <http://tmsearch.uspto.gov/bin/gate.exe?f=searchss&state=4808:w4anjx.1.1>. If there's an existing trademark you could lose the domain.
- Check whois information to find out if the domain has ever been registered before: <http://whois.domaintools.com/>. If it's been used before you might get saddled with someone else's bad backlinks.
- If the .com isn't available and you're considering a .net always look up the .com version of the domain name to see if it's a developed site. If it is then you may look like a copycat of that other site and will struggle with branding in order to look different or outrank them for the name of your site.

- You also want to look up the domain as a phrase – for example, if the domain choice is funwithfrogs.com then you’d look up "fun with frogs" (without quotes) to see if there’s anything that comes up that might cause you issues with that domain name. If there’s a product that goes by that name or a site that has a different domain but uses that phrase in their branding then you might be better off with a different domain choice.

ASSIGNMENT:

Come up with and register a domain name.

Installing WordPress, Settings and Plugins

The next couple of assignments involve the installation of WordPress, WordPress settings, and the plug-ins to use for security and SEO purposes.

ASSIGNMENT:

1. Install WordPress - the SAFEST installation is to manually install WordPress following the "Famous 5 Minute Install Instructions" here:
http://codex.wordpress.org/Installing_WordPress#Famous_5-Minute_Install. I find it takes more than 5 minutes but it’s relatively painless and gives you better protection from hackers than using an install script from inside your CPanel dashboard.
 - Leslie Bogaerts is a great source of information when it comes to WordPress. She has created two videos that demonstrate the Famous 5 Minute Install Instructions:
 - http://www.youtube.com/watch?feature=player_embedded&v=VLKfC35rows
 - http://www.youtube.com/watch?feature=player_embedded&v=6YAIF2MLEdU
 - You can find additional information on strengthening WordPress security once you have installed WordPress here: http://codex.wordpress.org/Hardening_WordPress.
2. Go through all WP settings options in dashboard and set preferences:
 - Settings/General
 - Site title = Should be your site name – this should show by default but, if not, put your site name in this box
 - Tagline – Enter a short description of the site (5-7 words). Make sure to include your keyword phrase (ie, "gifts for frog lovers")

- Change the time zone to your own.
 - Save the changes
 - Settings/Reading
 - Change "For each article in a feed, show" to Summary
 - Save the changes
 - Settings/Discussion
 - Check the box for "Comment author must have a previously approved comment."
 - Put a "1" in the box that says "Hold a comment in the queue if it contains X or more links."
 - Save the changes
 - Settings/Permalinks
 - Set to Post Name
 - Save the changes
3. Choose a WordPress theme. For a free option, go with Magazine Basic: <https://wordpress.org/themes/magazine-basic/>. I use it for all my non-review sites. It's mobile-friendly, simple, clean, runs fast and has good built-in SEO. If you prefer to choose or use your own favorite theme, be particular about your selection. Themes with bad on-page SEO or sneaky footer links can really hurt your site and your ability to rank. Do not use any that have a link in the footer to anyone other than the designer or WordPress although it is best if the theme lets you remove the footer link entirely. Your theme should have good built in SEO and be easily customizable.
 4. Load your WordPress theme

Installing WordPress & Settings Round #2

Following is the next set of steps necessary for setting up your WordPress site. These have to do with SEO and site security.

ASSIGNMENT:

1. Add an anti-spam plug-in to your site. I use the Akismet plug-in (spam protection). The plugin is installed by default when you install WordPress. Go to your list of Installed Plugins in WordPress and activate the plugin. You'll need to click on the link to get an API Key which requires you sign up for a WordPress.com account. Once you register, you'll be asked to choose a pricing plan. You can slide the pay amount selector all the way to the left to choose a free Basic Account. Then put your provided API key into the settings for the plugin in WordPress and save the change. Another (also free) alternative that does a good job of reducing spam is Anti-Spam: <http://wordpress.org/plugins/anti-spam/>. If you have

- one you've used before and prefer to stick with feel free to use that instead.
2. Add the WordPress SEO by Yoast plugin and activate it:
<http://wordpress.org/plugins/wordpress-seo/>. (A complete overview of that plug-in can be found here:
<http://yoast.com/articles/wordpress-seo/> if you're interested in learning more)
 1. Once installed, click on SEO in your WordPress left sidebar and then click on the Titles & Metas option. Fill in the Title Template boxes for these options:
 1. In the General tab:
 1. Check the box that says Force Rewrite Titles (this makes sure that what you put in the SEO plugin settings overrides WordPress settings when there is a conflict)
 2. Choose a title separator from the list – the separator will show up in between two separate pieces of a page's meta title. If you choose to have a post's meta title be the post title followed by the site name, for example, the separator will show up between the post title and the site name
 3. Save the changes
 2. In the Homepage tab:
 1. Make sure the code in the Title Template box is:
%%sitename%% %%page%%
 2. Leave the description box blank as this will force the box to use the WordPress tagline description you entered in a previous assignment
 3. Save your changes
 3. In the Post Types tab:
 1. Make sure the code in the Title Template box for Posts is: %%title%% %%page%% %%sep%% %%sitename%%
 2. Make sure the code in the Title Template box for Pages is: %%title%% %%page%% %%sep%% %%sitename%%
 3. Make sure the code in the Title Template box for Media: %%title%% %%page%% %%sep%% %%sitename%%
 4. Save any changes
 4. In the Taxonomies tab:
 1. Click the box that says "noindex, follow" under the Categories box, under the Tags box, and under the Format box. We don't want Google to index these pages as they're of no use in search

- results. It's better on-site SEO to noindex these pages.
2. Save your changes
 5. In the Archives tab:
 1. Scroll down to the section marked "Duplicate Content Prevention and **check the following boxes**:
 1. Add noindex, follow to the author archives
 2. Disable the author archives
 3. Add noindex, follow to the date-based archives (may already be checked)
 4. Disable the date based archives
 5. Leave any other fields at their default settings
 2. Save your changes
 6. In the Other tab:
 1. Check the box that says "Noindex subpages of archives"
 2. Check the box that says "Add noodp to meta robots tag sitewide"
 3. Check the box that says "Add noydir to meta robots tag sitewide"
 4. Make sure "Use meta keywords tag?" is UNCHECKED
 5. Save your changes
 2. Click on SEO/Advanced in the left sidebar and then click on the Permalinks tab:
 1. Check the box that says "Strip the category base (usually /category/) from the category URL"
 2. Check the box to "Redirect attachment URL's to parent post URL."
 3. Under Clean Up Permalinks, check the box to "Remove the ?replytocom variables."
 4. In the section marked "Clean up the Head" check all the boxes
 5. Save your changes
 3. Click on SEO/XML Sitemaps
 1. In the tab for User Sitemap, check the box to disable the User Sitemap
 2. In the tab for Post Types make sure all boxes are unchecked
 3. In the tab for Taxonomies, check all 3 boxes
 4. Save your changes
 4. All other SEO options should be left at the default settings
 3. Add and activate the Bad Behavior plug-in: <http://wordpress.org/plugins/bad-behavior/>. There are no settings you need to change as the default settings are fine. (This plugin

- stops some SQL attacks, spam, and provides an extra layer of site protection from hackers.)
4. Add a Privacy & Terms of Service page to your site
 1. Install and activate this plug-in if you're uncomfortable creating your own terms of service & privacy page content: Auto Terms of Service and Privacy Policy
<http://wordpress.org/plugins/auto-terms-of-service-and-privacy-policy/>
 2. In your list of installed plug-ins, click the Settings link under the Auto Terms of Service & Privacy Policy plug-in
 3. Enter the requested information in each empty box:
 1. Full Name – enter your site's name
 2. Name – enter your site's name
 3. Possessive Name – enter your site's name followed by 's
 4. Domain Name – enter your domain
 5. Venue – enter your state/location and country
 6. Court Location – enter the location of your nearest court system
 7. Arbitration Location – enter the location of your nearest court system
 8. Scroll up to the On/Off box and change the drop down to On
 9. Save your changes
 10. Create a new page on your site called Privacy and Terms of Service
 11. Paste the plug-in shortcode into that page:
[my_terms_of_service_and_privacy_policy]
 4. Publish the page
 5. View your list of published pages, hover over the title of the new Privacy page, click the option to Quick Edit and UNCHECK the box to Allow Comments (you don't want to allow comments on this page of your site)
 6. Click the Update button to save the change
 5. Add and activate the Simple Sitemap plug in and use it to create a Sitemap page for your site: <http://wordpress.org/plugins/simple-sitemap/>
 1. Create a Page called Sitemap
 2. Enter the shortcode from the plug-in to your Sitemap Page:
[simple-sitemap]
 3. Publish the Page
 4. View your list of published pages, hover over the title of the new Privacy page, click the option to Quick Edit and UNCHECK the box to Allow Comments (you don't want to allow comments on this page of your site)
 5. Click the Update button to save the change

6. Add and activate the iThemes Security plug-in (previously known as the Better WP Security plug-in):
<https://wordpress.org/plugins/better-wp-security/>
 1. Once the plug-in is installed go to Security/Dashboard in your WordPress site
 2. You should see a pop up that says Important First Steps
 3. Click the X in the upper right corner to close the pop up box
 4. You'll see a list of tabs for the plugin and should be on the Dashboard tab – scroll down to the box that says Temporarily Whitelist my IP and click that box so you don't get kicked out of your site while making changes (Ignore the blue box ads for an API key and the iThemes secure now options)
 5. Click on the tab called Settings for the plugin
 6. Scroll through the (long) list of settings and use the following to make the necessary changes **WAIT UNTIL YOU GET TO THE BOTTOM OF THE LIST BEFORE CLICKING ANY OF THE SAVE ALL CHANGES BUTTONS:**
 1. Global Settings section
 1. Write to Files - Check the box to "Allow iThemes Security to write to wp-config.php and .htaccess."
 2. Notification Email - enter an email address to which you'd like the plug-in to send you notifications of any security issues
 3. Send Digest Email – leave unchecked
 4. Backup Delivery Email – leave blank
 5. Host Lockout Message – leave as-is
 6. User Lockout Message – leave as-is
 7. Blacklist Repeat Offender - check the box to "Enable Blacklist Repeat Offender"
 8. Blacklist Threshold - 3 Lockouts
 9. Blacklist Lookback Period - 7 days
 10. Lockout Period - 15 minutes
 11. Lockout White List – click the blue button at the bottom of that box that says "Add my current IP to Whitelist" (this will keep you from being locked out of your site by this plugin in the future)
 12. Email Lockout Notifications - check the box to "Enable Email Lockout Notifications" (if someone gets locked out of your site you'll receive an email notification – no need to do anything with these notifications but they do make you aware of any possible hacking attempts – the hacker's IP address will be blocked by the plugin)
 13. Log Type – Database Only
 14. Days to Keep Database Logs - 14 days
 15. Path to Log Files - leave as-is

16. Allow Data Tracking - leave unchecked
17. Disable File Locking - leave unchecked
18. Override proxy detection – leave unchecked
19. Hide Security Menu in Admin Bar – leave unchecked
2. 404 Detection Section
 1. 404 Detection - check the box to "Enable 404 detection"
 2. Minutes to Remember 404 Error (Check Period) - 5 minutes
 3. Error Threshold - 20 errors
 4. 404 File/Folder White List - leave default list of files in place
 5. Ignored File Types – leave default list of files in place
3. Away Mode Section
 1. Check the box to "Enable Away Mode" **IF** you are always sleeping or working at the same set period of time. This will lock your login screen down (even you won't be able to access it during this time) for the hours you set in the scheduler. If, however, you work an odd schedule or may log in at all hours of the day or not then leave this disabled. The benefit of this feature is that your login screen cannot be accessed by anyone – particularly hackers – during hours when you know you'll never be logging into your site. It's just an extra level of anti-hacking protection.
4. Banned Users Section
 1. Default Blacklist - Check the box to "Enable HackRepair.com's blacklist feature"
 2. Ban Users - check the box to "Enable ban users"
 3. Ban Hosts - leave blank
 4. Ban User Agents - leave blank
5. Brute Force Protection Section
 1. For the section called Get your iThemes Brute Force Protection API Key, leave the box blank and uncheck the box to receive emails
 2. Brute Force Protection - check the box to "Enable brute force protection"
 3. Max Login Attempts Per Host - 5 attempts
 4. Max Login Attempts Per User - 10 attempts
 5. Minutes to Remember Bad Login - 5 minutes
 6. Automatically ban "admin" user – check the box AS LONG AS you did not use "admin" as your site username. If you did use "admin" you need to go to Users in your WordPress sidebar, create a new

administrative user with a different username, test that new username to make sure you can log into your site and then delete the admin user in the Users section of WordPress. Once that's done you can check the box to Automatically ban "admin" user. What this feature will do is automatically ban anyone who attempts to log into your site with the username "admin" because anyone doing so is likely a hacker.

6. Database Backups Section – skip this entire section. Using this plugin to do backups will slow down your site speed. Instead, use options available through your host (your CPanel should have a section of available backup tools) to back up your site on a regular basis (I suggest weekly backups)
7. File Change Detection Section
 1. File Change Detection - check the box to "Enable File Change detection" this will open a set of additional boxes – **leave all the other boxes in this section at their default settings**. Using the File Change Detection feature will result in you receiving occasional emails informing you that some files have been changed. Most of these emails will be standard and will show you file changes that were likely the result of your hosting company making changes. However, you want to review those emails when they come through and just check your site to make sure it looks okay. If you're hacked at any point, any such email received prior to the attack can help you or your host chase down the location of the attack.
 2. Split File Scanning – check the box to "Split file checking into chunks."
 3. Include/Exclude Files and Folders – set to "Exclude Selected"
 4. Files and Folders List – leave as-is
 5. Ignore File Types – leave as-is
 6. Email File Change Notifications – check the box to "Email file change notifications"
 7. Display File Change Admin Warning – check the box to "Display file change admin warning"
8. Hide Login Area Section
 1. Hide Backend - check the box to "Enable the hide backend feature" – this will open another set of boxes:

2. Login Slug - enter a NEW slug for your login screen.
A slug is the part of the URL that comes after .com/. Whatever you enter in this box will be your new login screen URL. You can enter your initials and a codeword or a word you'll remember. This makes it hard for hackers to find your log in screen. **REMEMBER TO MAKE A NOTE OF YOUR NEW LOGIN URL!!!**
3. Enable Theme Compatibility - Check the box to "Enable theme compatibility"
4. Theme Compatibility Slug - not_found
5. Custom Login Action - leave blank
9. Secure Socket Layers (SSL) - skip this section – leave it off
10. Strong Passwords Section
 1. Strong Passwords - check the box to "Enable strong password enforcement"
 2. Select Role for Strong Passwords – Subscriber
11. System Tweaks Section
 1. System Files - check the box to "Protect System Files"
 2. Directory Browsing - check the box to "Disable Directory Browsing"
 3. Request Methods – check the box to "Filter Request Methods"
 4. Suspicious Query Strings - check the box to "Filter Suspicious Query Strings in the URL"
 5. Non-English Characters - check the box to "Filter Non-English Characters"
 6. Long URL Strings - check the box to "Filter Long URL Strings"
 7. File Writing Permissions - leave unchecked
 8. Uploads - check the box to "Disable PHP in Uploads"
12. WordPress Tweaks Section:
 1. Generator Meta Tag – check the box to "Remove WordPress Generator Meta Tag"
 2. Windows Live Writer Header – check the box to "Remove the Windows Live Writer header."
 3. EditURI Header – check the box to "Remove the RSD (Really Simple Discovery) header."
 4. Comment Spam – check the box to "Reduce comment spam"
 5. Display Random Version – check the box to "Display Random Version"
 6. File Editor – leave the box unchecked
 7. Set XML-RPC to COMPLETELY DISABLE XMLRPC

8. Skip the Replace JQuery with a Safe Version section
9. Login Error Messages – check the box to “Disable login error messages”
10. Force Unique Nickname – check the box to “Force users to choose a unique nickname”
11. Disable Extra User Archives – check the box to “Disables a user's author page if their post count is 0.”
13. Click the Save All Changes button
14. You should be back at the top of the screen with the plugin tabs showing – click on the Advanced tab
 1. In the Admin User section of the Advanced tab click the box to “Enable Admin User Change”
 2. Check the box to “Change User ID 1”
 3. Click the Save Admin User button - this may log you out of your site. If so, remember to use your new login URL to log back in

Installing WordPress & Settings Round #3

This is the second phase of the site set up process.

ASSIGNMENT:

1. Install and activate the Contact Form plug-in to your site:
<http://wordpress.org/plugins/contact-form-plugin/>
 1. Click on the Settings option for the plug-in and in the New Form section click the option to “Use this email address” and enter the email address you established for the site
 2. Save your changes
 3. Create a new Page called Contact and insert the shortcode for the plug-in: [bestwebsoft_contact_form]
 4. Publish the Page
 5. View your list of published Pages, hover over the title for the new Contact page, and click the Quick Edit option
 6. Uncheck the box to Allow Comments (you don’t want people to add comments to this Page)
 7. Click the Update button to save the change
2. Install and activate the Custom Sidebars plugin:
<https://wordpress.org/plugins/custom-sidebars/>
3. Go through your theme settings and make any final choices for theme width, colors, layout, and fonts

1. If you're using the free Magazine Basic theme use these settings:
 1. Click on Appearance/Customize in your WordPress sidebar:
 1. Click on the Layout tab
 1. Main content width: 75%
 2. Site width: 1200px
 3. Site layout: 1 sidebar right
 4. First sidebar width: 17%
 5. Display categories on inner pages – box should be checked
 6. Display author on inner pages – box should be unchecked
 7. Display date on inner pages – box should be unchecked
 8. Display comment count on inner pages – box should be unchecked
 2. Click on the Front Page tab
 1. Post content display: Teaser excerpt
 2. Grid layout: single 2 columns
 3. Number of posts: 9
 4. Display categories: uncheck the box
 5. Display author: uncheck the box
 6. Display date: uncheck the box
 7. Display comment count: uncheck the box
 8. 1 Column Image Width (pixels): 150
 9. 2 Column Image Width (pixels): 150
 10. 3 Column Image Width (pixels): 150
 3. Click on the Background Image tab – by default, a grey background image comes installed on the theme. Click the Remove box to remove the grey background.
 4. Click on the Colors tab and choose your Background and Page colors (I use white to keep the site clean and simple)
 5. Choose a blue link color
 2. Click the Save & Publish button at the top left of the Customize screen to save all of your changes

3. Click the X in the upper left corner to leave the Customize screen
 4. Check the home page of your site and make sure it looks as you expect (you can always go back into the Customize tab to make changes if you want to try new colors, etc.). NOTE: your sidebar may appear to be falling below the site – this will correct itself once you start adding posts.
4. Remove the default post on WordPress:
 1. Click on Posts in your WordPress dashboard to view all published posts
 2. Hover over the title of the Hello World default post and click the option to move the post to Trash
5. Remove the default sample page on WordPress:
 1. Click on Pages in your WordPress dashboard to view all published posts
 2. Hover over the title of the Sample Page page and click the option to move the post to Trash
6. Remove any default widgets, posts, pages and comments that came with the WordPress installation or theme. This includes any blogroll or admin links. If you're using the Magazine Basic theme you can do this by following these steps:
 1. Go to Appearance/Widgets in your WordPress dashboard
 2. You should see a box called First Sidebar towards the right – that's the sidebar for your site
 3. Click on the drop down arrow for the Archives Widget in the First Sidebar and then click the Delete button inside that box
 4. Click on the drop down arrow for the Categories Widget in the First Sidebar and then click the Delete button inside that box
 5. Click on the drop down arrow for the Meta Widget in the First Sidebar and then click the Delete button inside that box
7. Add a Pages Widget to your sidebar:
 1. Scroll through the list of Available Widgets in the list on the left, find the Pages widget and drag it over to the bottom of the First Sidebar (just under the Recent Comments Widget) – it should fall into place under the Recent Comments widget
 2. Put the word "Pages" in the title field for the Pages Widget
 3. Click the Save button inside the Widget
8. Add the Amazon Disclosure to your sidebar:
 1. Scroll through the list of Available Widgets in the list on the left, find the Text widget and drag it over to the bottom of the First Sidebar (just under the Pages Widget)

2. Enter the word "Disclosure" in the title field for the Text Widget
3. In the open box under the title field, enter your required Amazon Associates disclosure/disclaimer. The current verbiage is "[Insert your name] is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to [insert the applicable site name (amazon.com, amazonsupply.com, or myhabit.com)]." – I do use my site name in the [Insert your name] field although I do not have confirmation from Amazon that doing so is acceptable.
4. Click the Save button inside the Widget
9. Double check the sidebar showing on the home page of your site. You should see (in this order): Search, Recent Posts (won't show if you don't have published posts), Recent Comments, Pages, and Disclosure
10. Create an About Page for your site:
 1. Go to Pages/Add New in your WordPress dashboard
 2. Use the word "About" as the title for the new page
 3. Write a paragraph or two describing what your site is about and why you created it. This doesn't have to be more than a paragraph or two but it's a great way to connect with your visitors.
 4. Publish the page
 5. View your list of published Pages, hover over the title for your new About page and click the option to Quick Edit – then UNCHECK the box to Allow Comments (we don't want comments on the About Page)
11. If you are allowed, remove any outbound links that may be in your theme footer that point to links outside your site. In Magazine Basic you can do this by following these steps:
 1. Go to Appearance/Editor in your WordPress dashboard
 2. Click on the file called footer.php in the list on the right
 3. Find this line of code and DELETE it:
 1. `<i class="icon-leaf"></i>Magazine Basic created by c.bavota.`
 4. Click the Update File button
 5. Check the home page of your site and the footer link to the theme name and creator should be gone
12. Add the site to your Google Webmaster Tools account (now referred to as Google Search Console)
 1. Log into Google Webmaster Tools

2. Click the Add A Property button
3. Put the URL for your site's home page in the URL field and click the Continue button
4. Click the Alternate Methods tab
5. Click the button for the HTML tag option
6. Copy the string of provided code
7. In your WordPress dashboard click on SEO in the left sidebar and then choose the Webmaster Tools tab
8. Paste the entire string of code from Google into the box marked Google Search Console
9. Click the Save Changes button (the code will be shortened to show only the verification value)
10. Back in Google Webmaster Tools, click the red Verify button (you should then see a green checkmark and a Congratulations message – if not, you may need to check your code and try verifying again)
11. Click the Continue link and you'll be taken to the Google Search Console dashboard for this site
12. Click the Crawl link in the left sidebar and then click the Sitemaps option
13. Click the Add/Test Sitemap button to the right of the dashboard
14. Go to the SEO/XML Sitemaps tab in your WordPress dashboard, click on the link to see your XML Sitemap, and copy the URL for your sitemap
15. Go back to Google Webmaster Tools and paste your sitemap URL in the URL field (the URL is probably `yourdomain.com/sitemap_index.xml`) – you will need to erase the duplicate beginning part of the URL string since Google has already added the <http://domain> information to the front of that field
16. Click the Submit Sitemap button
17. Refresh the page
13. Set up Google Analytics
 1. Log into Google Analytics
 2. Click the Admin tab in the navigation menu
 3. In the Account section, use the drop down to Create New Account or click + New Account if this is your first site
 4. Enter a name for this account (I use the site name)
 5. In the Website Name field enter your domain name
 6. Enter the URL for your home page in the URL field
 7. Select a category and time zone
 8. Click Get Tracking ID
 9. Read and accept the Terms of Service
 10. You should see a screen showing you a GA tracking ID (looks like UA-xxxxxxx-xx). You need to get the tracking

script on every page of your site for which you'd like to gather data. Some themes have an option inside the dashboard for saving your GA tracking ID and the theme will insert the code on every page on your behalf. If you do not have this option, copy the tracking code and go to Appearance/Editor in WordPress. Click on the header.php file in the list on the right. Find the line in that file that says </head>. Paste the tracking code into the file right above </head>. Save the changes.

14. Add your new website to your Amazon Associates account
 1. Log into your Amazon Associates dashboard
 2. Click on Account Settings
 3. Click the Edit Your Website List link in the Account Information section
 4. Add your new website URL and save any changes

Navigation Menu Pre Work

Next up is finalizing some layout details for the site and starting the product research.

ASSIGNMENT:

This next step involves getting to know what kinds of products are available in your niche – t-shirts, posters, pictures, books, kitchen utensils, statues, inspirational items, clothing, tools, jewelry, etc. This information will help decide the categories to add to your site and use in your navigation menu. Don't create the categories yet – just do the research.

If your site is focused around a hobby (like fishing) you're not looking for gifts like fishing poles – someone into the hobby probably already has the tools needed for the hobby OR the person buying may not know what kind of equipment the recipient wants or needs. You're looking for fun gifts that celebrate the hobby – t-shirts, mugs, etc.

1. Open a clean email or a new Notepad file
2. Go to Amazon and search for phrases related to your niche in each of the departments on Amazon
3. When you find a product, make a note in your email or text file of what TYPE of product it is – is it a t-shirt? A book? This information is going to be used to come up with the categories for your site. You want to get a feel for how many products are available for each product type. If you see lots of t-shirts then t-shirts would be a great category to have in your navigation menu. You'd put the word "lots" next to that product type on your list. If you find lots of statues or figurines for your niche, then that would make a great category. Products where there are only a few choices for that type can be

lumped into an “Other” or “Miscellaneous” category. For example, if you had a site for frog lovers and there were only one or two books you’d consider possible gifts for people in that niche then you’d make a note that there are books but that there aren’t enough to be a separate category in your site navigation menu. Put the word “few” next to product types where there aren’t lots of choices. **REALLY DIG DEEP HERE!** The more products you can find, the more thorough a site you’ll have and that will put you a step ahead of most of your competition.

4. Repeat steps 2-3 for the following sites even if you don’t have an affiliate account at these sites:
 1. <http://Zazzle.com>
 2. <http://Etsy.com>
 3. <http://Walmart.com>
 4. <http://Sunfrogshirts.com>
 5. Any other affiliate programs to which you already belong and know have products for your niche
5. Go to Google and do a search for your keyword phrase
 1. Bring up related sites and see if you find new product types to add to your list

Custom Navigation Menu

Next, we have to turn this list into a set of categories and a navigation menu for your site.

ASSIGNMENT

Some product types are going to have LOTS of items to choose from. Books is one such example. There are so many books for your niche that it makes sense to have that as its own category.

You’ll need to group like product types into “buckets” that will become the categories for your site.

1. Group like products into buckets:
 1. Next to each product type, make a note if that type (ie, books, posters, gift baskets, accessory) has enough products to choose from that it should be its own category or not
 2. For product types that don’t have enough product selection, group those into more generic types like “Other” or “Miscellaneous” or “Clothing”.
 3. Finalize the list of categories you want to have for your site
2. Create the categories:
 1. In WordPress, click on Posts and then Categories

2. Put the name of a category into the Name box under Add New Category – keep category names SHORT. Don't add your niche or the word gift unless you absolutely must in order to make the category name explanatory enough. People will already know from your site header that this is a "gift" site so adding the word to every category over-optimizes your site and will waste space on your navigation menu. If you have a category for T-Shirts then just call it T-Shirts and nothing else.
 3. Enter the category title again in the Slug field but use lower case letters and add hyphens in between words. The slug is the last part of the URL that will be assigned to that Category.
 4. Leave Parent as None unless you want to organize some categories as drop down items under broader categories. You can always change this later if you'd like to reorganize how the navigation menu looks
 5. Enter a short description in the Description box that explains what people can find in that Category
 6. Click the Add New Category button to save
 7. Repeat this process for each Category you want to add to your site
3. Create the Navigation Menu:
1. Click on Appearance/Menus in WordPress
 2. Enter a name for your custom menu in the Menu Name field (I usually use something like "Main") and click Create Menu
 3. On the left side of the middle pane of the menu screen is a box that says Pages at the top. Click the View All tab for the Pages box.
 4. Check the box to show your Home page on your navigation menu and click the Add to Menu button at the bottom of the box
 5. Underneath it, but perhaps collapsed, are boxes called Custom Links and Categories. Click on the Categories box to expand the contents.
 6. Click the View All tab in the Categories box
 7. Check the boxes for every Category you want to show up in your navigation menu and click the Add to Menu button at the bottom of the box
 8. As you add items to the menu, they'll show up in the middle pane of the screen. You can drag and drop those items in the middle pane to organize your categories by which you think are most popular or alphabetically – whichever you prefer
 9. Click the Save Menu button when everything is in the order you like
4. Assign the Navigation Menu
1. Click the tab at the top of the menu edit pane that says Manage Locations

2. For Primary Menu, use the drop down to select the name of the menu you just created
3. Click Save Changes
4. Bring up the home page of your site and check the look of your navigation menu. If you have too many categories in your menu and it's causing the menu to look bulky or overlapped, go back to the Edit Menus tab. You can drop and drag items and indent them under other categories to create a drop down menu for that category. For example, if there were lots of Halloween and Christmas related items for your niche and you had a Category for each, you might create a new Category called "Holidays", add that to your custom menu, and then indent the Christmas and Halloween categories under the Holidays category. It would make sense to have those as a drop down inside of Holidays. Just think through what makes the most sense to help your visitor find each important category. Let me know if you get stuck at all.
5. Save any final changes to the menu and check how it looks on the home page. Hover over all the navigation menu tabs to make sure they show what you expect. Click on each tab to make sure it responds as you expect.

Creating Your First Post

In this next task, you're going to add the first product to the site.

The most critical steps in this assignment are to make your content unique. You don't want to use any text exactly as it is in Amazon (or another site if you're working with a different affiliate program). You want everything from the title to the content describing the product to be unique. You can use *some* of the same words (obviously a "mug" is a "mug" and you don't have to call it something else) but don't replicate the strings of similar words or phrasing from the retailer's site. All that's doing is creating a duplicate of Amazon and it won't go well with either Amazon or Google.

By taking a bit of time to write something unique you'll put your site in a better position to get search engine traffic as well as Facebook and Pinterest traffic.

In this assignment, you'll be doing two things:

1. Creating a buy button to use in every post
2. Creating and publishing your first product post

You'll only need to create the button once and then it will be available for every post in the future. The instructions look long but that's just because

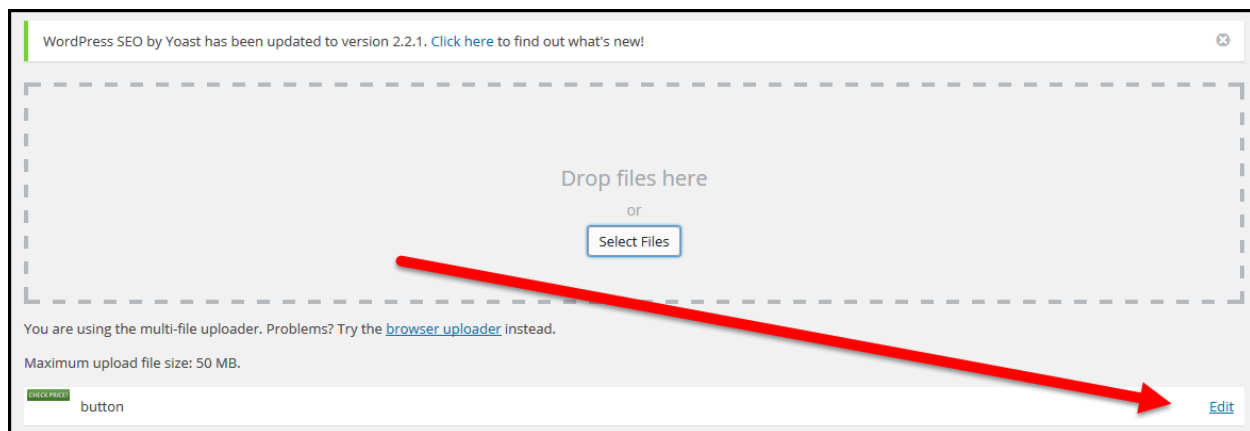
they're detailed and include some explanation about why I use this arrangement.

Once you've done this a few times it will become a habit and you'll see it doesn't take long at all to create a new post.

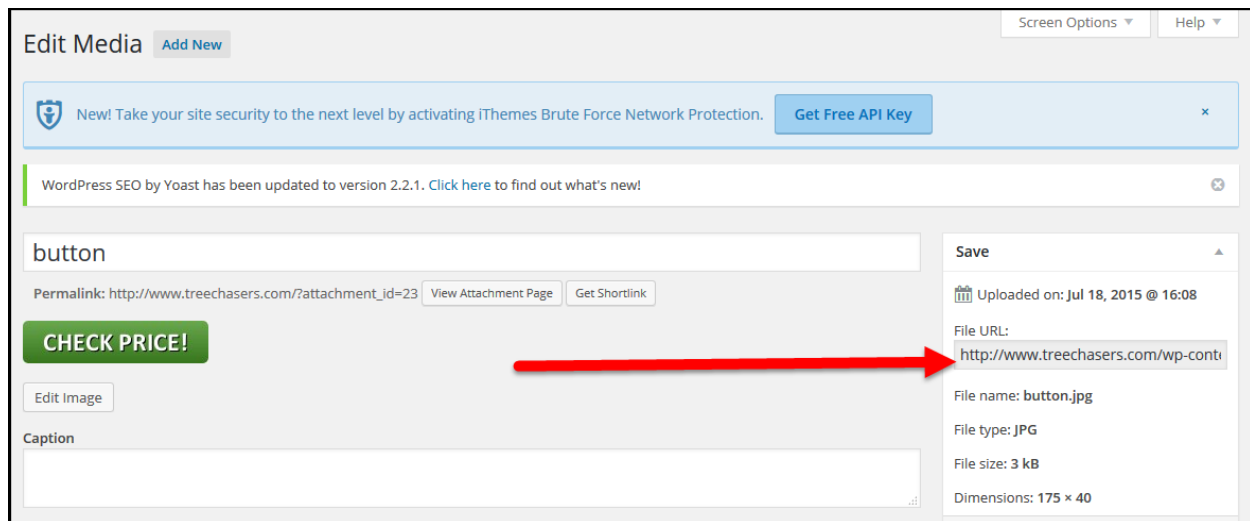
CREATE YOUR BUY BUTTON

Before you create the first post, you want to create a "buy now" button for your site:

1. Go to this site: <http://dabuttonfactory.com/>
2. Use the options to create a button that says "Check Price", "Order Now", "Learn More" or some other call to action (this button will show under the image of your product and will take the visitor to Amazon so make it choose colors that will work with your site)
3. Download the JPEG version of your button
4. In your WordPress dashboard, click on Media and then Add New
5. Click on Select Files and navigate to the location on your computer where you saved your downloaded button
6. Once the image has been uploaded, click on the Edit link to the far right of the image thumbnail



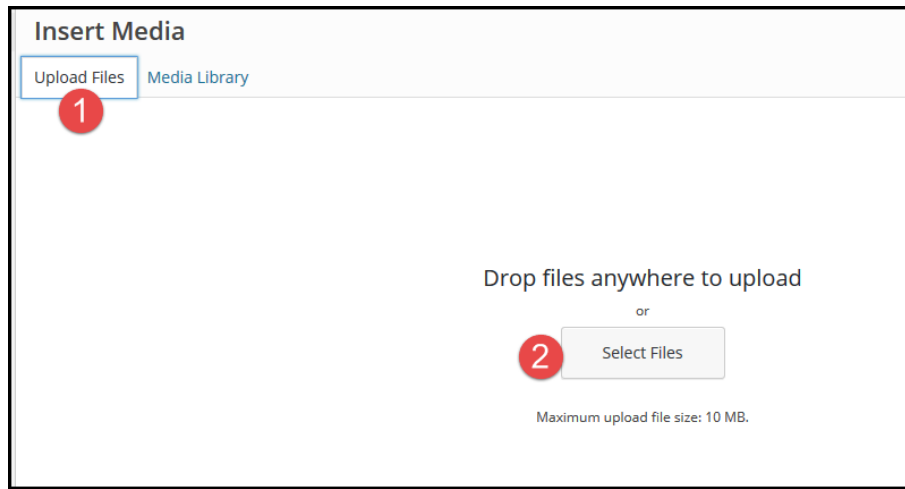
7. Copy the image URL and save that link somewhere – you'll need to use it in your post code in a future step



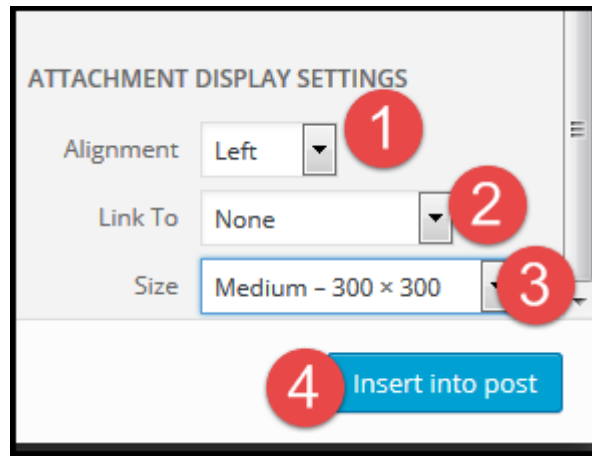
CREATE AND PUBLISH YOUR FIRST POST

1. Find a product on Amazon (or other affiliate program) that you think is cool and that would fit in your first category
2. Go to Posts in WordPress and add a new post
 1. Give the post a title – the formula for this post’s title is:
ADJECTIVE + SHORT DESCRIPTION + Gift for [NICHE]
 2. Work in an adjective or two at the start of the post title – DO NOT use the product name from Amazon as the exact title of your post. Most often, those product names are not search-friendly. Consumers search with adjectives: “**small** Chihuahua figurine”, “**pink** t-shirt for nurses with funny quote”, “**brass framed** inspirational photo”, “**extra-large** coffee mug”. By working an adjective or two into the post title you’ll rank better for related, long-tail search words in Google.
 3. Give a short description of the product – “Women’s T-Shirt”, “Coffee Mug”, “Motivational Poster”, “Keychain”
 4. Put your main keyword at the end of the post title
 1. Example final post title might be: Roots Family T-Shirt Gift for Genealogists
3. Put your cursor at the top of the post content box and follow these steps to insert a product picture at the top of the post
 1. Look at the product page on Amazon
 2. Click the product image
 3. Right click on the product and choose to save the image to your computer and **GIVE THE IMAGE FILE THE SAME NAME AS YOUR POST TITLE**

1. If the image is one where you can only hover for an expanded view and right clicking doesn't give you the option to save the image to your computer, refresh the browser screen and then hit the X in your browser to stop the page from refreshing. That should stop the page before the hover script takes over and you should be able to right click on the image and save it to your computer.
4. Back in WordPress, click on the Add Media button
5. Click on the Upload Files tab, if necessary, and then choose Select Files

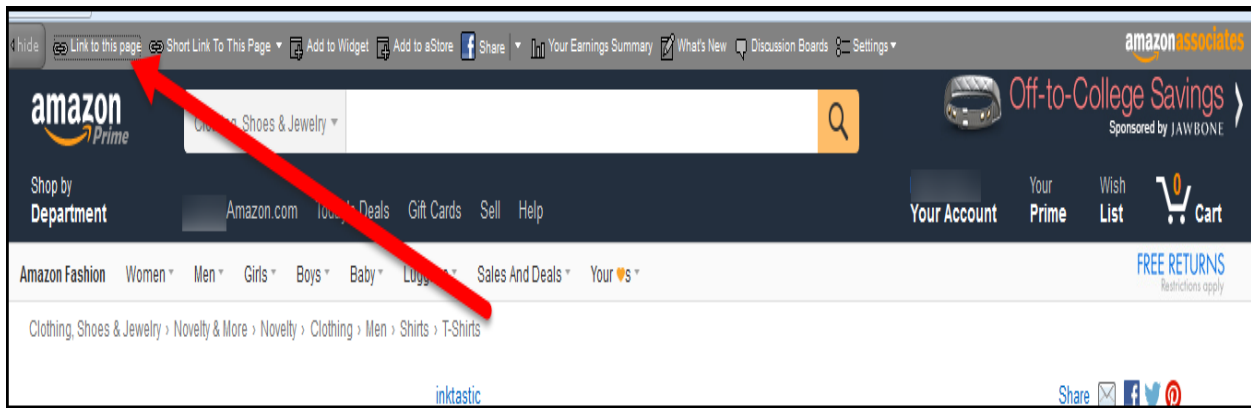


6. Navigate to the file in which you saved the product image and select it
7. This should open a pane that shows the image in your library and has an edit box to the right like this:
8. The Title box will automatically show your post title since that's what you used as the image file name –copy that Title field and paste it into the Alt Text box
9. Scroll further down the edit box and choose:
 1. Alignment: Left
 2. Link to: None
 3. Size: Medium – 300 x 300
 4. Insert into post



10. You want to hyperlink the product image with your affiliate link for the product so that when visitors click on the image they'll be taken to Amazon. You also want to center that buy button you created earlier under the product image and INSIDE the same affiliate link. By wrapping both the product image and the buy button with one affiliate link, you make both the image and the buy button clickable yet keep your affiliate links in the post to a minimum. Doing this requires some custom HTML around the image you just inserted. Here's how to get that done:
 1. Put your cursor right before the image code
 2. Copy the following line of code and paste it into the post right before the image code (if you're unable to copy from this PDF I've included this code in a text file that came with this PDF – look for the FIRST CODE in that text file):
 1. `<p style="display:block; width:37%; float:left;">`
 3. Go to Amazon and get your affiliate link for the product:
 1. If you have the Associate Site Stripe turned on you can click the Link to This Page link found in the left side of the site stripe on the product page in Amazon. If you don't have the site stripe turned, log into Amazon, click on Account Settings, click on the Associates Site Stripe Options link and turn on the site stripe. If site stripe doesn't work for you, search for the product by ASIN number in the main screen of your Amazon Associates dashboard to find the link. Here's what

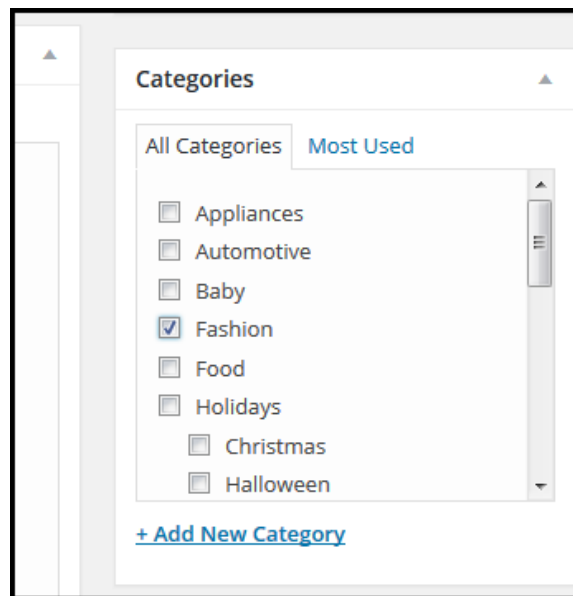
the Associates Site Stripe looks like when on Amazon:



2. Click the Text tab, and copy ONLY the STRAIGHT URL for the affiliate link
3. Return to your post editor in WordPress, highlight the line that says XXAFFILIATELINKXX and paste your affiliate link into that spot (this should remove the XXAFFILIATELINKXX text from that code and replace it with your affiliate link)
4. Put your cursor at the very end of the image code in your post:
5. Type the following line of code into the post right after the image code:
 1. `

</p>`
6. Remember the URL for the buy button image that I had you save earlier? Copy that URL and paste it into the spot marked XXBUYBUTTONURLXX
7. Preview your post and you should see the product image to the left with the buy button centered underneath and both are hyperlinked to your Amazon affiliate link
11. Put your cursor at the end of all the code now showing in your post
12. Start adding your content using this template:

1. Sentence 1: Introduce the product – tell people what the product is and repeat your post title in the sentence
 2. Sentence 2-3: Further describe the product but without copying Amazon – describe it in your own words. The content **MUST** be unique. I've confirmed with Amazon that short posts are fine as long as the content is unique. Obviously you may have some of the same words (a mug is a mug is a mug) just describe the shirt in your own words.
 3. Sentence 4-5: Tell people why it's fun or appropriate for your niche
13. Choose a Category by checking the box for the appropriate one in the list on the right hand side of the post editor:



14. Do not add Tags – Google sees tags as part of your post content. Since these are short posts we don't want to over-optimize the post with too many references to our main keywords or Google won't rank the post. Instead, visitors can use the search bar or navigation menu to find products.
15. If you're using the Magazine Basic theme you'll need to set the featured image for the post in order for a thumbnail of the product to show on your site's home page next to the post excerpt. To do this:
 1. Scroll to the bottom right of the post editor and click the Set Featured Image link

2. Choose the product image from the pop up media library box and then click the Set Featured Image button
16. Publish the post
17. Double check the live view to make sure it looks okay and your affiliate link is working